



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

AO-2 LLC  
7508 Wingfoot Drive  
Raleigh, NC 27615

# Contract # 333770

**Schedule Dates** 10/24/12-11/04/12  
**Advertiser** Pol/Jss/B Wood/D/NC State Auditor (16957)  
**Agency** AO-2 LLC (6310)  
**Product** Political - Local Candidate (1069)  
**Brand** POLITICAL (28001)  
**Salesperson** Wade, Dave (1546)  
**Sales Office** WSOC-TV  
**Buyer Name** Overcash, Susan  
**Phone/Fax** (919) 818-2946 /  
**CPE** 18718  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/26/12  
**Last Modified** 09/26/12  
**Entered By** Dave Wade  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,392.50  
**Net Total** \$30,557.50  
**Sales Tax**

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	18	\$13,000.00
Nov. 2012	30	\$22,950.00
Grand Total:	48	\$35,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	5A-5:30A (EST)				1	1	1			3	\$650.00	\$1,950.00	Charlotte (WSOC)		9/26/12
2.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	5:30A-6A (EST)				1	1	1			3	\$700.00	\$2,100.00	Charlotte (WSOC)		9/26/12
3.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	6A-7A (EST)	1			X	X	X			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/26/12
4.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	12P-1P (EST)				1	1	1			3	\$650.00	\$1,950.00	Charlotte (WSOC)		9/26/12
5.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	4P-5P (EST)	2			X	X	X			2	\$1,200.00	\$2,400.00	Charlotte (WSOC)		9/26/12
6.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	4:30A-5A (EST)	2			X	X	X			2	\$275.00	\$550.00	Charlotte (WSOC)		9/26/12
7.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	6A-7A (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)		9/26/12
8.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	8A-9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		9/26/12
9.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	6A-7A (EST)								1	1	\$450.00	\$450.00	Charlotte (WSOC)		9/26/12
10.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	8A-9A (EST)								1	1	\$800.00	\$800.00	Charlotte (WSOC)		9/26/12
11.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5A-5:30A (EST)		1	1	1	1	1			5	\$650.00	\$3,250.00	Charlotte (WSOC)		9/26/12
12.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5:30A-6A (EST)		1	1	1	1	1			5	\$700.00	\$3,500.00	Charlotte (WSOC)		9/26/12
13.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	6A-7A (EST)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	Charlotte (WSOC)		9/26/12
14.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	12P-1P (EST)		1	1	1	1	1			5	\$650.00	\$3,250.00	Charlotte (WSOC)		9/26/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	4P- 5P (EST)	4	X	X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		9/26/12
16.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	4:30A- 5A (EST)	4	X	X	X	X	X			4	\$275.00	\$1,100.00	Charlotte (WSOC)		9/26/12
17.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	6A- 7A (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)		9/26/12
18.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	8A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		9/26/12
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	6A- 7A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		9/26/12
20.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		9/26/12

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Date:

Accepted-Station:

Date:

Comments:

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# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WSOC - Charlotte	Date: 8/30/12
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I, Quinn Duvall,  
being/on behalf of: Beth Wood, a legally  
qualified candidate of the Democratic political  
party for the office of: State Auditor  
in the General  
election to be held on: Nov. 6, 2012  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
15:30 sec.	AM 5 PM NEWS	OR, TH, D	1 1/2		

Total Charges:

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

*ABC*

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

*Stacy Messner*

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Date

*8/30/12*

Signature

*[Signature]*

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

*[Signature]*

Printed Name

*Dana Wade*

Title